CLAIMS

What is claimed is:

1	1/	A system, comprising
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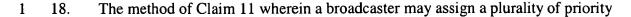
- 2 a receiver to receive a broadcast stream and recorded media; and
- a unit to compare a priority indicator in the broadcast stream and a priority
- 4 indicator in the recorded media, the unit permitting insertion of the recorded media into
- 5 the broadcast stream when the priority indicators in the recorded media are higher than in
- 6 the broadcast stream and delaying insertion when the priority indicators in the recorded
- 7 media are lower than in the broadcast stream.
- 1 2. The system of Claim 1 wherein the priority indicators are numbers, letters, or
- 2 symbols in the broadcast stream and in the recorded media.
- 1 3. The system of Claim 1 wherein the recorded media and the broadcast stream are
- 2 the same media.
- 1 4. The system of Claim 1 wherein the recorded media and the broadcast stream are
- 2 different media.
- 1 5. The system of Claim 1 wherein an event triggers the recorded media insertion into
- 2 the broadcast stream.

- 1 6. The system of Claim 5 wherein the event that triggers the recorded media
- 2 insertion into the broadcast stream includes notification that an e-mail message has
- 3 arrived.
- 1 7. The system of Claim 1 wherein a signal that is needed to change the priority
- 2 indicator of the media insertion is programmed by a time mark, the time mark
- 3 synchronizing the recorded media insertion with the broadcast stream.
- 1 8. The system of Claim 1 wherein the priority indicators are embedded into the
- 2 broadcast stream using a pilot tone or watermark.
- 1 9. The system of Claim 1 wherein the priority indicators are assigned to the recorded
- 2 media insertions by a user of the system.
- 1 10. The system of Claim 1 wherein the receiver is part of a television system or radio
- 2 system.
- 1 M. A method of inserting recorded media into a broadcast stream, the method
- 2 comprising:
- 3 transmitting a broadcast stream and recorded media to a receiver of a broadcast
- 4 system, the broadcast stream and the recorded media containing one or more priority
- 5 indicators;
- 6 comparing priority indicators in the broadcast stream with priority indicators in

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7 the recorded media; and

- 8 inserting the recorded media into the broadcast stream when the priority
- 9 indicators in the recorded media are higher than in the broadcast stream and delaying
- inserting the recorded media into the broadcast stream when the priority indicators in the
- 11 recorded media are lower than in the broadcast stream.
- 1 12. The method of Claim 11 wherein the priority indicators are numbers, letters, or
- 2 symbols in the broadcast stream and in the recorded media.
- 1 13. The method of Claim 11 wherein the recorded media and the broadcast stream are
- 2 the same media.
- 1 14. The method of Claim 11 wherein the recorded media and the broadcast stream are
- 2 different media.
- 1 15. The method of Claim 11 wherein an event triggers the recorded media insertion
- 2 into the broadcast stream.
- 1 16. The method of Claim 15 wherein the event that triggers the recorded media
- 2 insertion into the broadcast stream includes notification that an e-mail message has
- 3 arrived.
- 1 17. The method of Claim 11 wherein a broadcaster may assign a plurality of priority
- 2 indicators to different segments of a broadcast stream, the priority indicators embedded
- 3 into the broadcast stream using a pilot tone or watermark.



- 2 indicators to different segments of a broadcast stream based on a subdivision or
- 3 geographic area, the plurality of priority indicators allowing broadcasters to sell
- 4 advertising space for the particular subdivision or geographic area.
- 1 19. The method of Claim 11 wherein a signal used to change the priority indicator of
- 2 the media insertion is programmed by a time mark, the time mark synchronizing the
- 3 recorded media insertion with the broadcast stream.
- 1 20. A system, comprising:
- 2 a server;
- a set-top box coupled to the server;
- a receiver in the set-top box to receive a broadcast stream and recorded media;
- a transmitter in the receiver to transmit the broadcast stream and the recorded
- 6 media to a television receiver; and
- a unit in the set-top box to compare one or more priority indicators in the
- 8 broadcast stream and in the recorded media, the unit permitting insertion of the recorded
- 9 media into the broadcast stream when the priority indicators in the recorded media are
- 10 higher than in the broadcast stream and delaying insertion when the priority indicators in
- the recorded media are lower than in the broadcast stream.
- 1 21. The system of Claim 20 wherein the priority indicators are numbers, letters, or
- 2 symbols in the broadcast stream and in the recorded media.

- 1 22. The system of Claim 20 wherein the recorded media and the broadcast stream are
- 2 the same media.
- 1 23. The system of Claim 20 wherein the recorded media and the broadcast stream are
- 2 different media.
- 1 24. The system of Claim 20 wherein an event triggers the recorded media insertion
- 2 into the broadcast stream.
- 1 25. The system of Claim 24 wherein the event that triggers the recorded media
- 2 insertion into the broadcast stream includes notification that an e-mail message has
- 3 arrived.
- 1 26. A machine-readable storage medium tangibly embodying a sequence of
- 2 instructions executable by the machine to perform a method for inserting recorded media
- 3 into a broadcast stream, the method comprising:
- 4 transmitting a broadcast stream and recorded media to a receiver of a broadcast
- 5 system, the broadcast stream and the recorded media containing one or more priority
- 6 indicators;
- 7 comparing priority indicators in the broadcast stream with priority indicators in
- 8 the broadcast media; and
- 9 inserting the recorded media into the broadcast stream when the priority
- 10 indicators in the recorded media are higher than in the broadcast stream and delaying
- inserting the recorded media into the broadcast stream when the priority indicators in the
- recorded media are lower than in the broadcast stream.

- 1 27. The machine-readable storage medium of Claim 26 wherein the priority indicators
- 2 are numbers, letters, or symbols in the broadcast stream and in the recorded media.
- 1 28. The machine-readable storage medium of Claim 26 wherein the recorded media
- 2 and the broadcast stream are the same media.
- 1 29. The machine-readable storage medium of Claim 26 wherein the recorded media
- 2 and the broadcast stream are different media.
- 1 30. The machine-readable storage medium of Claim 26 wherein an event triggers the
- 2 recorded media insertion into the broadcast stream.
- 1 31. The machine-readable storage medium of Claim 30 wherein the event that
- 2 triggers the recorded media insertion into the broadcast stream includes notification that
- 3 an e-mail message has arrived.
- 1 32. The machine-readable storage medium of Claim 26 wherein a broadcaster may
- 2 assign a plurality of priority indicators to different segments of a broadcast stream, the
- 3 priority indicators embedded into the broadcast stream using a pilot tone or watermark.
- 1 33. The machine-readable storage medium of Claim 26 wherein a broadcaster may
- 2 assign a plurality of priority indicators to different segments of a broadcast stream based
- 3 on a subdivision or geographic area, the plurality of priority indicators allowing
- 4 broadcasters to sell advertising space for the particular subdivision or geographic area.

- 1 34. The machine-readable storage medium of Claim 26 wherein the priority indicators
- 2 are assigned to the recorded media insertions by a user of the system.
- 1 35. The machine-readable storage medium of Claim 26 wherein a signal used to
- 2 change the priority indicator of the media insertion is programmed by a time mark, the
- 3 time mark synchronizing the recorded media insertion with the broadcast stream.